

Poznan University of Economics



UNIwersytet Ekonomiczny
w Poznaniu





Poznań is a city on the Warta river in west-central Poland, in Greater Poland region. It is best known for its renaissance old town, destroyed during World War II and then rebuilt, and Ostrów Tumski cathedral. Today, Poznań is an important cultural and business centre and one of Poland's most populous regions with many regional customs.



Poznań is among the oldest cities in Poland and was one of the most important centers in the early Polish state in the tenth and eleventh centuries. It is also one of the biggest cities in Poland. The city population is about 550,000, while the continuous conurbation with Poznan County and several other communities is inhabited by almost 1.1 million people. The Larger Poznań Metropolitan Area (PMA) is inhabited by 1.3-1.4 million people, making it the fourth largest metropolitan area in Poland. It is the historical capital of the Wielkopolska (Greater Poland) region and is currently the administrative capital of the province.



Poznań is today one of the largest Polish centers of trade, industry, sports, education, technology, tourism and culture. Poznań is one of the four largest academic centers in Poland. The number of students in the city of Poznań is about 140 000 (fourth/third after Warsaw, Cracow and close to Wrocław student population).



Every one of four inhabitants in Poznań is a student. Since Poznań is smaller than Warsaw or Cracow still having a very large number of students it makes the city even more vibrant and dense "academic hub" than both former and current capitals of Poland. The city has many state-owned universities.



It is 1918. In an independent Poland, newly liberated from foreign rule, trade starts to develop, and the economy is consolidating. Thanks to a favourable situation in the world market, the region of Greater Poland is enjoying a rapid development. This creates a need for a school which would train – theoretically and practically – highly qualified workforce for industry, trade and services. The idea to start an educational and research institution of an academic character is taken up by prominent figures of local business community.



In July 1925, thanks to efforts by the Chamber of Commerce and Industry and Poznan's Education Office, the resolution is adopted to found a commerce-oriented higher education institution –as similar colleges of commerce in Europe and in America.

In 1974 the school is given yet another name – Academy of Economics (AE) – together with the right to award Master's, doctoral and post-doctoral degrees. On December 2008, AE officially receives the status of a university and acquires its present name – Poznan University of Economics





Currently the University is both a teaching and a research institution with a long tradition in education and strong academic standing, it is also famous for its credibility in economic analyses. As an economic university it develops all forms of academic teaching, places great value towards academic research, is a leader in economic expertise and in implementation of innovation and continuously develops international cooperation and its relations with business.

As one of the oldest economic universities in Poland, with a reputation for excellence in research and education, the Poznan University of Economics will strive to strengthen its opinion-forming and advisory role.

The Poznan University of Economics is an efficiently manager institution which has been able to overcome problems caused by population decline. It sets itself goals that will make it possible to best satisfy the needs of the local, national and international economy. As an attractive employer, the Poznan University of Economics helps its staff as well as undergraduate, graduate and doctoral students to realize their aspirations.



Poznan University of Economics is one of the largest and most respected business schools in Poland.

It conducts its scientific activity in 49 departments forming 5 faculties:

- **Faculty of Economics** - 13 departments
- **Faculty of International Business and Economics**- 8 departments
- **Faculty of Informatics and Electronic Economy**- 7 departments
- **Faculty of Commodity Science** - 7 departments
- **Faculty of Management** - 14 departments

Academic staff of the University consists of over **530** teachers, including **50** professors and more than **80** associate professors.



Research activities of the University cover a wide area of scientific research, focusing on six fields:

- economics,
- finance,
- international economy,
- informatics,
- management sciences,
- commodity science



Our academics are involved in research in the form of:

- statutory research tasks within the subject area of departments,
- research and development projects, funded directly by the Ministry of Science and Higher Education, National Science Centre, National Centre for Research and Development, and other institutions,
- international research projects, including those implemented within the European Union Framework Programmes,
- jobs and projects commissioned by domestic and foreign business entities.



Studies conducted at PUE are interdisciplinary and mostly derive from business practice.

Their effects are **process, product, organizational and marketing innovations**, giving a competitive advantage to business entities using them.

Close **cooperation with research partners in the country and abroad** ensures the highest level of research and strong links with business practice define the utilitarian research direction. Keeping up with evolving challenges requires flexibility.

Scientific activity conducted by the academic staff is possible thanks to, among others, **projects generating commercialization opportunities.**



For instance, in the years 2010-12 approximately **550 research projects** were implemented at PUE:

- funded by the Ministry of Science and Higher Education, National Science Centre, National Centre for Research and Development,
- implemented within the VI and VII EU FP and other international programmes,
- carried out in cooperation with companies from various industries (over 60 projects, including the implementation of innovative technologies, IT and modern consumer electronic in High Tech products).



Currently, the most technologically advanced research is conducted by the
Faculty of Informatics and Electronic Economy.

The scope of studies includes:

- design and implementation of management information systems,
- development and implementation of the latest techniques and technologies for storage and transfer of information,
- e-economy,
- knowledge management,
- computer support of management decisions,
- micro- and macro-economic use of modern mathematical, statistical and econometric tools,
- basic research in the field of optimization of economic decisions, programming, and mathematical economics.



The research results of the **Faculty of Informatics and Electronic Economy** are highly valued by domestic and foreign research centers and business practice, as evidenced by numerous awards and honors, as well as the fact that many scientists of the academic staff of the Faculty are also members of prestigious national and international research groups, editorial boards of scientific publications, consulting companies, consortia and expert groups.



The Faculty of Management is one of the largest management faculties in Poland.

Research carried out at the FM concerns the most important problems of Polish, European and world economy.

The Faculty is strongly related with business practice, which is reflected by, among others, preparations of expert opinions, analyses and studies commissioned by business entities, units of government, judicial institutions, etc.

Most of the students preparing BSc. or MSc. theses do their internships in companies and institutions associated with the economy. This way, the theoretical knowledge gained during the studies can be combined with practical skills.



The Department of Commodity Science is the largest center for education of highly qualified specialists in the field of development and quality protection of products and services.

Research conducted by the Faculty includes:

- theoretical and empirical analysis of the problems of economic fluctuations,
- product and brand management,
- industrial marketing,
- technology and instrumental analysis,
- environment protection,
- ecology of industrial products.

Scientists of the FCS are known for their outstanding achievements (publications on ISI Master Journal List), industrial implementations, and numerous patents.



PUE in international organizations:

- o CEE Chapter of the Academy of International Business (AIB)
- o EAIE – European Association for International Education
- o EUA – The European University Association
- o CEEMAN – Central and East Management Development Association
- o CIRET – Centre of International Research on Economic Tendency Surveys
- o EuroVR – The European Association for Virtual Reality and Augmented Reality



Poznan University of Economics lays great emphasis on the **internationalisation of education and research.**

It offers specialisations taught in English, Doctoral Seminars in English as well as blocks of lectures delivered in foreign languages – most of them taught in English, some in German, French and Russian.

The transfer of international education standards is ensured through international exchange programmes, including the prestigious double-diploma agreements.

About five hundred students and academics per year can benefit from them thanks to regular co-operation with over hundred universities around the world.

The number of foreign partner universities co-operating with Poznan University of Economics is growing. The number of international research consortia and projects financed from European funds is also constantly expanding.



The University's Faculty of Management's reputation rests on achievements in three basic areas of activity: education, research and relations with business practice.

Departments:

- Department of Market Research and Services Management
- Department of Controlling, Financial Analysis and Valuation
- Department of Spatial and Environmental Economics
- Department of Corporate Finance
- Department of Commerce and Marketing
- Department of Investment and Real Estate
- Department of Investment and Capital Markets
- Department of Logistics and Transport
- Department of Microeconomics
- **Department of Accounting**
- Department of Marketing Strategies
- Department of Organization and Management Theory
- Department of Management and Corporate Resources Analysis
- Department of Strategic Management



Faculty of Management offers the following courses of study:

Business Finance and Accounting

specializations:

Financial Service Analytics

Business Finance and Accountancy

Capital Investments and Financial Strategies of Companies

Financial Operations of Investment Funds

ACCA Accounting and Financial Management

Spatial Economy

specialization:

Urban and Regional Development



Management

specializations:

Trade and Marketing

Economic Consulting

Business Communications

National and International Logistics

Business Organization and Management

Company in the Global Economy

Small and Medium Business

Human Resource Management

Business Management

Project Management

Municipal Management

Property Valuation

Investment and Real Estate Management

Management of the Airport



The Department of Accounting is the largest one in the PUE.

Department staff (30 persons) conduct research in many areas:

theory of accounting, financial accounting,
financial reporting, costing, management accounting,
operational and strategic controlling,
cost management and efficiency,
accounting of capital groups,
budget accounting, bank accounting,
insurance accounting, tax accounting,
financial analysis,
financial audit / auditing,
international accounting standards,
value management



Employees of the Department of Accounting and PhD students conducting research among others in the following areas:

the role of accounting in society,

accounting paradigms as social science,

objectives, tasks and functions of accounting,

accounting as the language of business,

communication in accounting,

behavioral accounting,

agency theory and the theory of accounting,

theory of value, principles and valuation methods,

the multidimensionality of information needs against the cognitive methods of accounting,

the application of physics in economics (chaos theory)

harmonization and standardization of accounting in an era of globalization,

international accounting including IAS / IFRS,



the qualitative characteristics of financial information and creative and aggressive accounting practices,
unit and consolidated financial reporting,
business combinations and balance sheet adjustment,
integrated reporting,
internal and external audit,
cost accounting in business management,
operational and strategic management accounting,
measuring and reporting the achievements of university,
integrated cost management,
the strategic dimension of accounting,



specific rules for accounting and reporting in investment funds, hospitals, insurance companies, farms, sheltered workshops, public finance sector units,

economic categories used in the national accounts and their importance in shaping social and economic policy,

the impact of cultural factors on the accounting system and financial reporting,

value-added tax in Poland and the European Union,

information technology to support the educational value of information generated by the accounting



**THANK YOU FOR
YOUR ATTENTION !!!**

